GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1722
ANSWERED ON:25.07.2002
IMPROVEMENT IN RATING OF DOORDARSHAN
SULTAN SALAHUDDIN OWAISI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether unhappy with the rating assigned to its programme by professional rating agencies Doordarshan is planning to revamp its audience research unit;

(b) if so, the detailed plan chalked out by Doordarshan;

(c) whether any committee is likely to be formed by the Government to suggest ways and means to improve the functioning of Doordarshan;

(d) if so, the details thereof and the time by which this Committee is likely to be formed; and

(e) the other measures taken or being taken by Doordarshan to improve its rating?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (d): Prasar Bharati has informed that Doordarshan has constituted a Committeeunder the Chairmanship of Prof. P.S. Deodhar and other eminent personalities from the field of communication research, with a view to strengthening Doordarshan in- house research facility and to guide the Producers to improve the content/quality of the programmes.

(e): Prasar Bharati has informed that Doordarshan has takensteps to upgrade various Kendras with the latest equipment and remove bottlenecks and restrictions in the procedures for improving the quality of programmes.